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# **Hong Kong Market Development Reports Hong Kong Pet Food Market Brief 1999**

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## **Report Highlights:**

The Market for pet food is competitive and has declined over the last few years due to recent regulations on the restriction of pet ownership in public housing. Most major international brands are present in the Hong Kong market, with all major U.S. brands strongly represented. There is no immediate need for strategic planning modification.

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Hong Kong [HK1], HK

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**PET FOOD MARKET BRIEF****INTRODUCTION**

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**# Methodology**

The goal of this report is to provide a brief on the pet food market in Hong Kong as well as future development.

For Hong Kong currency figures, the exchange rate used is US\$ 1 = HK\$ 7.78

**# Main Findings**

The market for pet food in Hong Kong is competitive and declining due to recent regulations on the restriction of pet ownership in public housing. As most major international brands are already present, new entrants are not expected to create a significant impact in the market. Besides, all major US brands are already strong in Hong Kong (Effem Foods, Iams, Hill's, Natures Recipe, etc.). Future competition will likely to occur within major US brands instead of US versus brands from other countries.

As pricing is expected to further reduce in the near term, profitability will be affected. Therefore, caution should be taken to further reduce cost and overhead expenditures.

US products are already well received and distributed. There is no immediate need for strategic modification and change.

**# Market Access Statement****LABELING REQUIREMENTS**

The Food and Drugs (Composition and Labeling ) Regulations require food manufacturers and packers to label products in a prescribed, uniform and legible manner. The following information is required to be marked on all prepackaged food except for 'exempted items' as provided in the Regulations. Prepackaged food means food packaged in such a way that the contents cannot be altered without opening or changing packaging and the food is ready for presentation to the ultimate consumer or a catering establishment as a single food item.

**PET FOOD MARKET BRIEF****INTRODUCTION**

## 1 Name of the Food

- a) Prepackaged food shall be legibly marked or labeled with its name or designation.
- b) The food name should not be false, misleading or deceptive but should serve to make the nature and type of food known to the purchasers.

## 2 List of Ingredients

- a) Preceded by an appropriate heading consisting of the words “ingredients”, “composition”, “contents” or words of similar meaning, the ingredients should be listed in descending order of weight or volume determined when the food was packaged.
- b) If an additive constitutes one of the ingredients of a food, it should be listed by its specific name or by the appropriate category (e.g. Preservative, artificial sweetener, etc.) Or by both name and category.

## 3) Indication of “best before” or “use by” date

Prepackaged food shall be legibly marked or labeled with the appropriate durability indication as follows:

- a) a “best before” (in Chinese characters as well) date; and
- b) in the case of a prepackaged food which, from the microbiological point of view, is highly perishable and is likely, after a short period, to constitute an immediate danger to human health, a “use by” (in Chinese characters as well) date.

The words “use by” and “best before” in English lettering and Chinese characters followed by the date which specific properties of the food can be retained, to indicate the shelf life of the food. The “use by” “best before” date should be shown either in Arabic numerals in the order of day, month and year (or month and year in certain circumstances) or in both the English and Chinese languages. For specific details refer to the Regulation. Website: <http://www.info.gov.hk/justice>

## 4) Statement of Special Conditions for Storage or Instruction for Use

If special conditions are required for storage to retain the quality, or special instructions are needed for prepackaged food use, a statement should be legibly marked on the label.

**PET FOOD MARKET BRIEF****INTRODUCTION**

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## 5) Name and Address of Manufacturer or Packer

Prepackaged food shall be legibly marked or labeled with the full name and address of the manufacturer or packer, except under the following situations:

- a) The package is marked with an indication of the country of origin, and the name and address of the distributor or brand owner in Hong Kong, and the address of the manufacturer or packer in its country of origin has been submitted in writing to the Director of Health.
- b) The package is marked or labeled with an indication of its country of origin and with a code identifying the manufacturer or packer in that country, and particulars of the code and of the manufacturer have been submitted in writing to the Director of Health.

## 6) Count, Weight or Volume

The food label should include the numerical count or net weight or net volume of the food.

## 7) Appropriate Language

The marking or labeling of prepackaged food can be in either the English or the Chinese language or in both languages. If both the English and Chinese languages are used in the labeling or marking of prepackaged food, the name of the food and the list of ingredients shall appear in both languages.

**PET FOOD MARKET BRIEF****INTRODUCTION**

**Exempt from labeling regulations:** Individually wrapped confectionery products and preserved fruits intended for sale as a single item; Prepackaged foods for sale to catering establishment for immediate consumption and those containing more than 1.2 percent alcohol by volume.

Under the amended Food and Drugs (Composition and Labeling) Regulations, it is illegal to sell any food after its "best by" date. Furthermore, any person who, other than the food manufacturer or packer or without their written authorization, removes or obliterates any information on the label required under these regulations commits an illegal act.

**IMPORT DUTIES**

Hong Kong is a free port which does not impose any import tariffs on products with the exception of four dutiable products: liquor, tobacco products, hydrocarbon oils and methyl alcohol. Local importers have to apply for a licence from the Hong Kong Customs and Excise Department for the importation of dutiable commodities. In addition, a licenced importer has to apply for a permit for each and every consignment. The current duties are as follows:

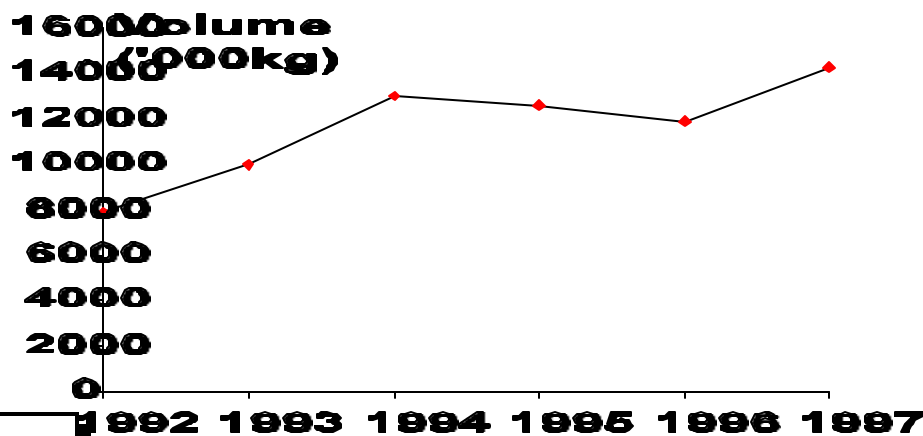
Cigarettes per 1000 sticks	US\$98.45
Cigars per kg	US\$126.74
Beer & liquor with less than 30% alcohol	: 30%
Liquor with more than 30% alcohol	: 100%
All wines	: 60%

**PET FOOD MARKET BRIEF****MARKET OVERVIEW**

- # The Hong Kong pet food market is very competitive, with a large variety of products being offering an downward trend in pricing.
  - C As the Hong Kong government banned pet ownership in public housing in 1996, interest in owni has significantly declined in 1997, causing pet food demand to decrease by 15% in 1997.
  - C 1998 and 1999 should expect a slight decline, or more likely, stabilization at 1997 demand leve
  - C More than 90% of total consumption is for dog and cat food. The others are mostly food for fis birds and, emerging in popularity, hamsters and rabbits. This report will focus quite exclusively upon dog and cat food.
  
- # The ratio of dog versus cat food demand in Hong Kong is about 1 to 2, or 65% to 35%, totalling 12,000 MT being consumed in 1997.
  
- # The ratio of dry versus wet/canned food is about one to one.
  
- # Dog and cat foods are separated into popular versus high-end brands, each having their own market seg defined by the different channels of distribution.
  - C Popular brands like Pedigree, Whiskas, Friskies, etc, are mostly distributed through supermarke chain (like Wellcome, Park’N Shop).
  - C High-end brands like Iams, Hill’s, Nature’s Recipe, etc., are sold only at pet care locations, which includes dog and cat shops, pet supply stores, veterinary clinics, and the SPCA (Society for the Prevention of Cruelty to Animals).
  
- # The current ratio between popular(e.g. Pedigree and Whiskas) and high-end brands(e.g. Iams, Hill’s, N. Recipe,etc) is 60% to 40%.
  - C Effem Foods, producing Pedigree and Whiskas, dominates the supermarket retail sector, with n than 70% market share. Effem Foods also sell their products in most pet care locations, but they are far from being the market leader in that segment.
  - C Iams products dominate the pet care market segment, with more than 60% share within the segn followed by Hill’s, with about 20% share.
  
- # Most major brands, especially US brands, have entrenched positions in the Hong Kong market, with ve room for other competitors.

**PET FOOD MARKET BRIEF****PRODUCT TRADE - IMPORTS**

- # Imports of dog and cat food into Hong Kong grew at double digit annual average growth rates in the early 1990s. Imports peaked in 1994, and declined at 10-12% each year since 1995 then stabilized in 1997, at 12,000 MT per annum.
- C The decline was caused by the Hong Kong government's strict enforcement of policies controlling pet ownership.
- C 1996 was affected the most since the control and enforcement was then the most strict.
- C 1997 saw a 4% increase as enforcement slightly relaxed, and pet food imports were back to 1995 levels.
- C Forecast for 1998-99 is to remain at the 1997 level.
- # The official statistics of dog and cat food imports should be reduced by about 10% to reflect the actual import levels as importers typically declare other pet supplies as pet food shipments.



In early 1995 a young girl was bitten to death by a dog in her neighbourhood. The government started discouraging dog ownership. Meanwhile

**Dog and Cat Food Imports by Volume**

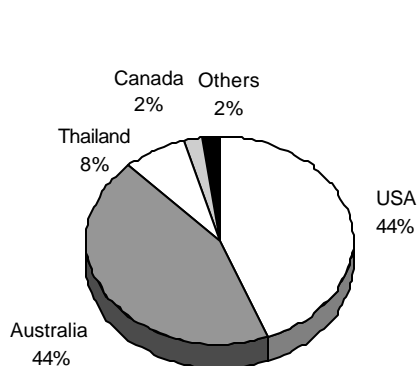
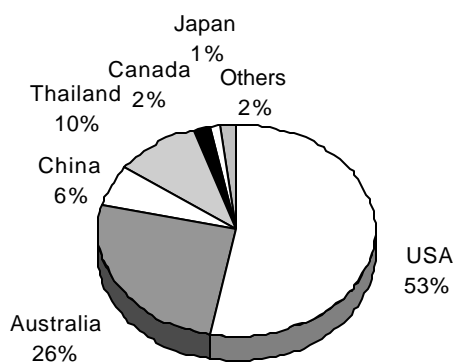
in early 1996 the HK government banned pet ownership in all public housing. Pet owners were forced to find alternative accommodation within an unrealistically short period of time. The result was mass destruction of pets and pet owners emotionally devastated by their loss.

Source: Hong Kong Census and Statics Department (HKCSD)



**PET FOOD MARKET BRIEF****PRODUCT TRADE - IMPORTS**

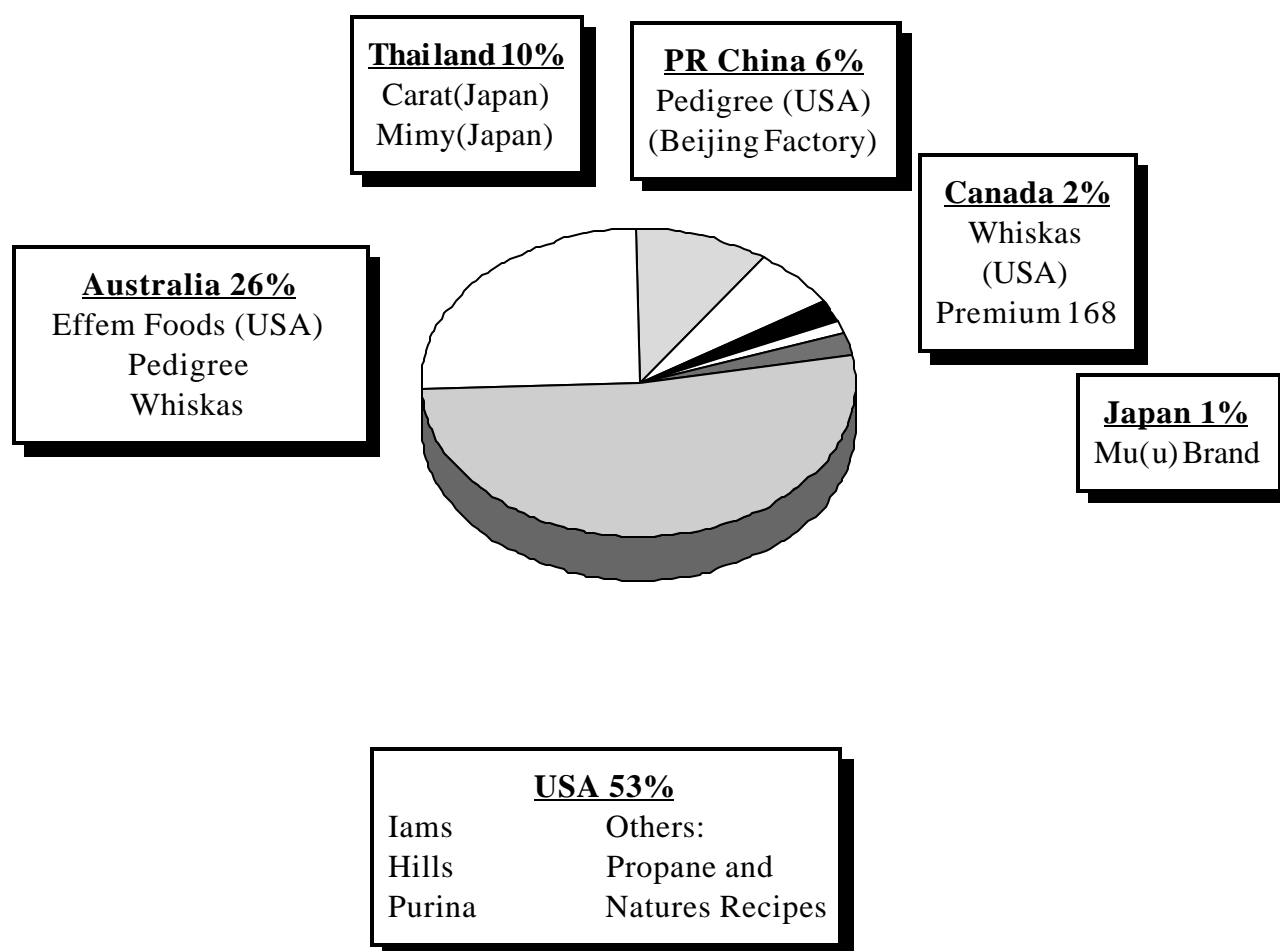
- # The American brand shares of dog and cat food imports grew rapidly from 1992 to 1997 at the expense of Australia's market share, which shrunk from almost half in 1992 to one-quarter share in 1997.
- C US branded products continue to gain market share in Hong Kong despite the slowing down of overall consumption.
- # Japan entered the Hong Kong market in 1995 and 1996 with premium brands pet food, replacing Taiwan's 2% import share.
- # The rate of decline from 1995 to 1997 was about 15%, which is accounted for by the estimated 20% decrease in dog ownership.
- # The value of imports showed slight, but steady growth from 1992 to 1997. Overall growth for 5 years is 13% (2% annual average growth rate).
- C Prices increased as more premium brands (mostly US products) entered the HK market and increased local market share.
- C As competition increased price increases have remained minimal.

**Dog and Cat Food Imports by Country (1992)****Dog and Cat Food Imports by Country (1997)**

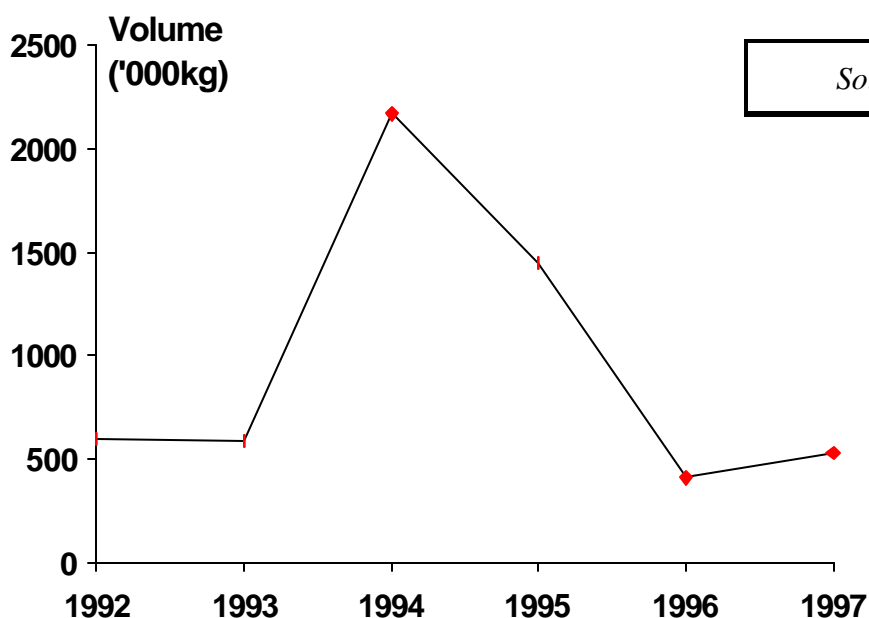
Source: HKCSD

**PET FOOD MARKET BRIEF****PRODUCT TRADE - IMPORTS****By Country And Product**

- # An overview of products being imported by country(1997). Note that the USA branded products have a cumulative market share of approximately 87 % as American multinationals produce in a number of countries and export into Hong Kong.



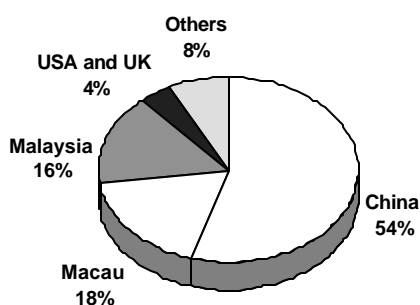
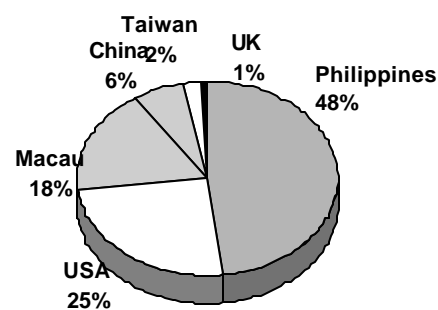
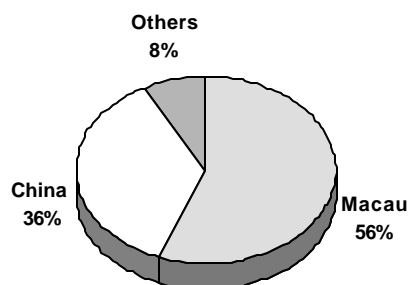
Source: HKCSD

**PET FOOD MARKET BRIEF****PRODUCT TRADE RE - EXPORTS****Dog and Cat Food Re-exports to Countries by Volume**

- # The trend of re-exports of dog and cat food basically follows that of imports, but in a much more drastic manner. The volume fluctuated 3 to 4 times from 1993 to 1996.
- C A peak in 1994 showed the highest level of regional distribution as imports reached 13,000 MT.
- C The large dip from 1994 to 1996 indicate an overall volume decrease caused by reduced imports/local consumption.
- # Re-export value fluctuated a great deal as well:
  - C The value decreased from HK\$8.8/kg (FOB) to HK\$7.0/kg in 1994/95, which is the result of expanded regional distribution of medium and low-end pet foods at reduced pricing to countries like the Philippines.
  - C Re-export values drastically increased to HK\$13-14 in 1996 and 1997 as suppliers like Iams expanded into regional markets, especially China.

**PET FOOD MARKET BRIEF****LOCAL DEMAND - CONSUMPTION**

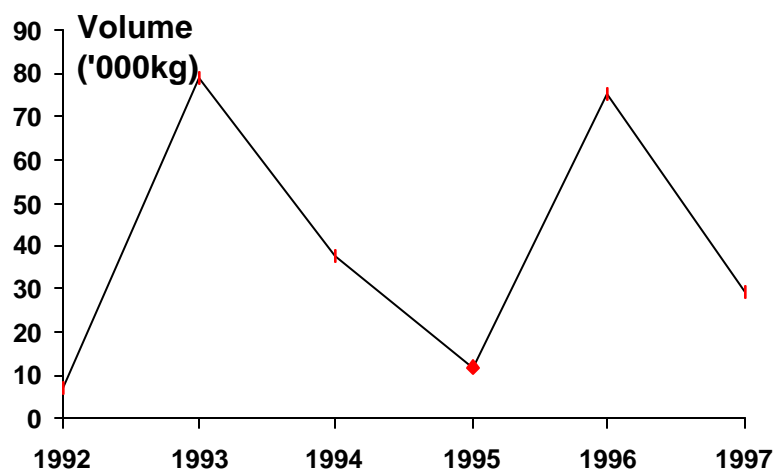
- # In 1992 and 1993, more than 90% of re-exports were directed to Macau and China, reflecting Hong Kong's position as a key location for pet food transshipment.
- C Macau re-exports increased more than 300% in 1993-94 and reduced somewhat in 1996-97.
- C Re-exports to China have been erratic in the past 5 years as pet ownership fluctuated a great deal.
- # 1994 and 1995 experienced much regional distribution activity as Hong Kong distributors targeted more re-export destinations like USA, UK, Malaysia, and The Philippines.
- # 1996 and 1997 saw an overall decrease of trade activities for dog and cat food, affecting re-exports.
- C China and Macau again dominated the re-export destination market.

**Dog and Cat Food Re-exports 1992****Dog and Cat Food Re-exports 1994**

Source: HKCSD

**PET FOOD MARKET BRIEF****LOCAL DEMAND - CONSUMPTION****Dog and Cat Food Re-exports 1997**

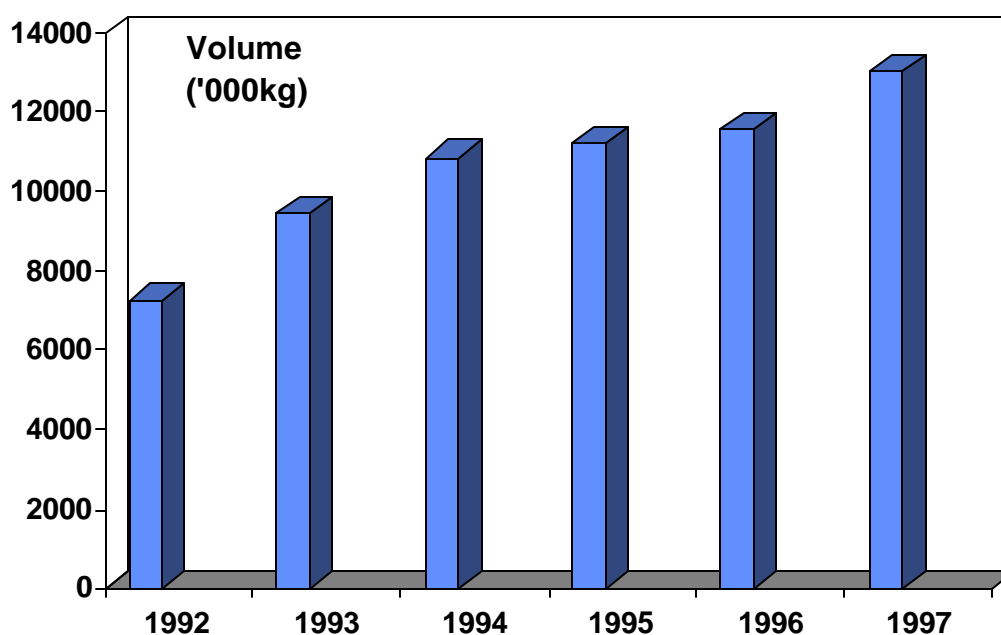
- # There are no exclusive manufacturers of pet food in Hong Kong.
- C However, Park N Shop, a large-scale supermarket retailer, repackages and sells cat food under their own brand, along with many other retail products.
- # The domestic export chart as shown below is based on Park N Shop's exports to China (mainly to Guangdong Province), the quantity being insignificant in comparison to imports and local consumption.
- # There is no fixed pattern for domestic pet food exports, as it is shown below.
- C The erratic pattern is mainly because China's (or Guangdong's) demand is unstable, and also the effect of inconsistent re-export volume into the country.
- # It should be cautioned that domestic exports include other repacked quantities.
- C For example Iams cat food is repacked into smaller bags and sold to Guangdong. Such pet food packing is not available in the Hong Kong market.

**Dog and Cat Food Domestic Exports**

Source: HKCSD

**PET FOOD MARKET BRIEF****LOCAL DEMAND - CONSUMPTION**

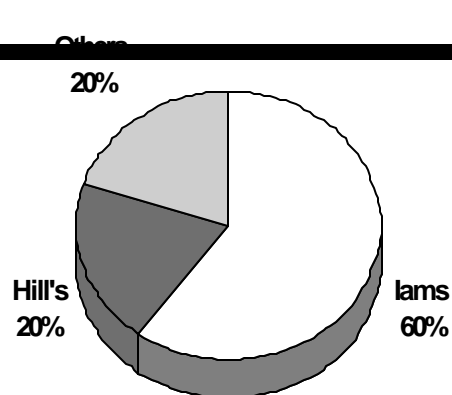
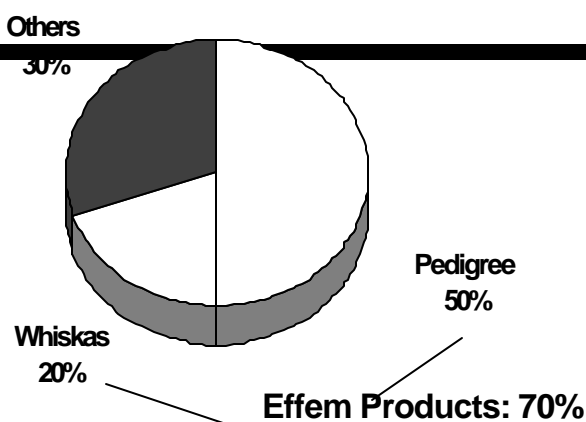
- # Local consumption of pet food in 1997 amounted to 13,000 MT.
  - C More than 90% was dog and cat food, at about 12,000 MT.
  - C Others pet foods were for fish, birds, hamsters, and other small animals.
- # Almost all local demand is supplied through imports.
  - C Park N Shop is the only major local repacker and the quantity is insignificant.
- # Overall, pet food demand is declining and is expected to remain flat or continue to fall in the future.

**Local Pet Food Consumption 1992 - 1997**

Source: Eastern  
Strategic Consulting Limited

**PET FOOD MARKET BRIEF****LOCAL DEMAND - CONSUMPTION**

- # Dog and cat food in Hong Kong are separated into two (2) categories: Popular and High-end.
- C Popular brands include Purina, Pedigree, Chum, etc. for dogs, and Purina Cat-Chow, Whiskas, Park N Shop, etc. for cats.
  - C High-end products include Iams/Eukanuba, Hill's Science Diet, Natures Recipes, etc. for both dogs and cats.
- # The market share of each brand is depicted by the status, of whether it is popular or high-end. Also, the marketing channel for each type of pet food is different, so is the overall segmentation.
- C Popular brand pet foods are distributed primarily through supermarket chains, with very few through pet supply stores and pet shops.
  - C High-end pet foods are almost exclusively distributed through pet shops, pet supply stores, veterinary clinics, and very rarely in supermarkets.
- # Iams dominates the high-end market segment, with more than 60% market share, followed by Hill's (~20%), and Nature's Recipes.
- # On the popular side, Effem Foods (Pedigree and Whiskas) is the predominant market leader, with more than 70% market share.

**High-End Pet Food Market Segment****Popular Pet Food Market Segment**

**PET FOOD MARKET BRIEF**

**SEGMENTATION BY FOOD TYPE**

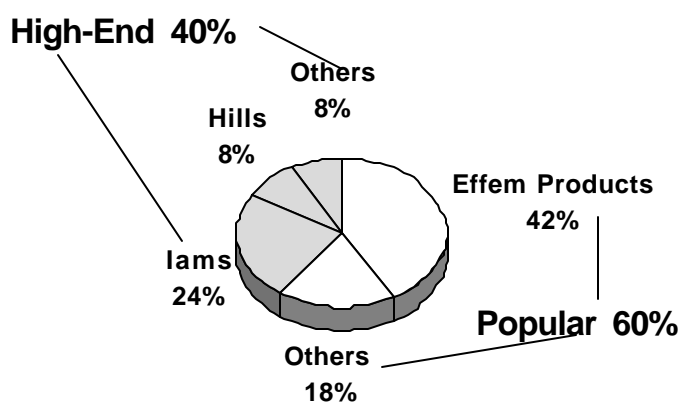
*Source: Eastern Strategic Consulting  
Limited*



**PET FOOD MARKET BRIEF****SEGMENTATION BY FOOD TYPE**

- # By combining both popular and high-end segments, the overall market share of various brands of dog and cat foods are as follows :

Brand	Market Share (%)	Total (%)
<u>Popular Brands</u> Effem products	42%	60%
Others	18%	
<u>High-End Brands</u> Iams/Eukanuba	24%	40%
Hill's	8%	
Others	8%	



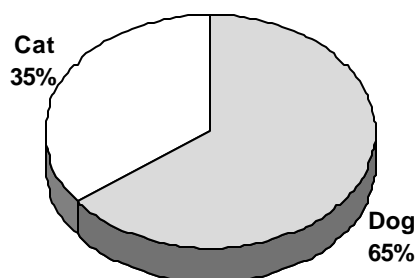
Source: Eastern Strategic Consulting  
Limited

**PET FOOD MARKET BRIEF****SEGMENTATION BY FOOD TYPE**

**The overall split between dog and cat food in Hong Kong is approximate 1 to 2 (or 35% to 65%)**

C Since the per capita pet consumption of dog food ranges from 2 to 5 times that of cat food, it can be estimated that there are at least the same number of cats and dogs in Hong Kong.

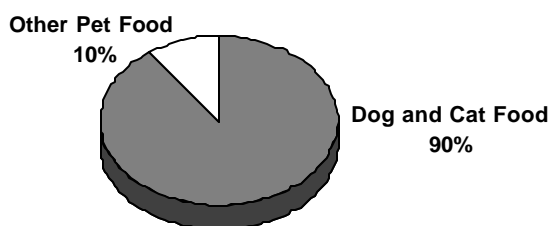
C This estimate is based on the fact that Hong Kong owners usually do not provide sufficient space for



**Dog and Cat Food Segmentation**

**The Ratio of dog and cat food to other pet food is about 90% to 10%**

C Among the other pet foods, more popular are foods for fish, birds, hamsters, and rabbits. Others are insignificant.



**Dog and Cat Food Versus Other Pet Food**

*Source: Eastern Strategic Consulting  
Limited*

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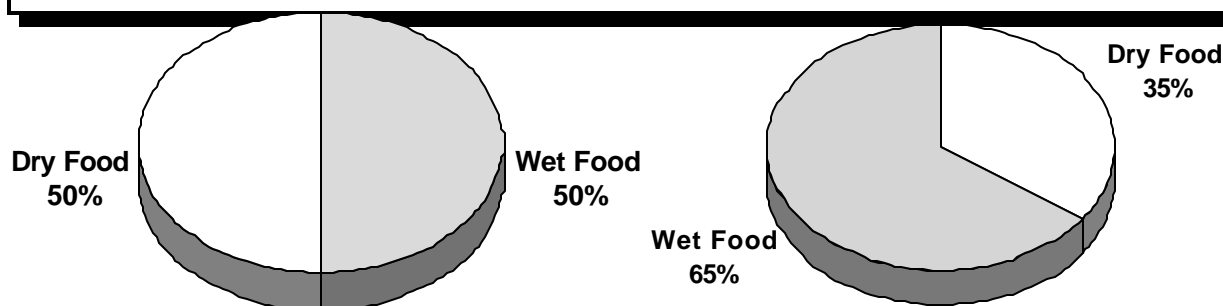
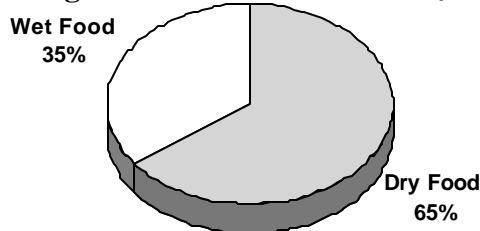
**PET FOOD MARKET BRIEF**

**SEGMENTATION BY FOOD TYPE**

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**PET FOOD MARKET BRIEF****SEGMENTATION BY FOOD TYPE**

- # Segmentation of dry and wet foods for dogs and cats depends to a great extent on the type of product and distribution channel.
- C Popular brands like Pedigree and Whiskas are distributed in supermarkets. The ratio of dry to wet food is 35% : 65%
  - C High-end brands like Iams, Hills, Nature's Recipe, etc, are distributed in pet shops and pet supply stores. The dry to wet food ratio is 65% : 35%
  - C The overall dry to wet food ratio is therefore approximately equal (1 to 1).
- # This situation is based upon the following facts
- C Wet food is generally lower priced and yields higher profit margins. Therefore supermarkets, being very competitive at present, choose to focus on wet food, which would allow more room for price reduction.
  - C Dry foods are known to be more nutritious and better for pet health, which is the focus of most pet shops. Therefore, more dry foods are sold in pet shops and pet supply stores.

**Overall Dry and Wet Food Segmentation****Dry and Wet Food Segmentation (Popular Brands)****Dry and Wet Food Segmentation (High-End Brands)**

Source: Eastern Strategic Consulting  
Limited

**PET FOOD MARKET BRIEF****PRODUCT OFFERINGS**

- # Hong Kong supplies a wide variety of dog and cat food.
  - C Most popular brands have at least three (3) or more varieties/formulation offered.
  - C Some brands like Mu (Japan) have twelve (12) different recipes.
  - C Most high-end brands like Iams, Hill's, and Nature's Recipe have 4-6 different recipes for each and wet product type.
  
- # Typical product offerings for high-end dry food are:
  - C Puppy and kitten food
  - C Adult dog and cat food (most popular)
  - C Pet food for aged or over-weight animals
  - C Skin and fur supplement/enhancement pet food
  - C Others
  
- # As for wet food, the variety is much greater, typically there are:
  - C Tuna, seafood, lamb and rice, and chicken for cats
  - C Beef, lamb, chicken and other meat, and seafood for dogs
  
- # Increased product varieties have directly resulted in greater brand competition and therefore lower prices.
  - C Both popular and high-end foods prices have decreased by more than 10% over the past 12-18 months. The outlook is further decline, but to a lesser extent than before.

**PET FOOD MARKET BRIEF****DISTRIBUTION CHANNELS**

# Dog and cat foods are locally distributed through two channels:

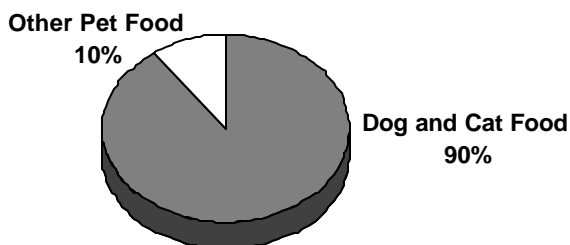
Distribution Channel	Specific Location	Major Brands	Comments
Supermarket Retail	<ul style="list-style-type: none"> <li>Ⓒ Wellcome</li> <li>Ⓒ Park N Shop</li> <li>Ⓒ Sogo</li> <li>Ⓒ Etc.</li> </ul>	<ul style="list-style-type: none"> <li>Ⓒ Popular brands</li> <li>Ⓒ Pedigree/Whiskas</li> <li>Ⓒ Friskies</li> <li>Ⓒ Purina,etc.</li> </ul>	<ul style="list-style-type: none"> <li>Ⓒ Extensive reach to consumers</li> <li>Ⓒ Very price competitive</li> <li>Ⓒ Focused mostly on wet food</li> </ul>
Pet Care	<ul style="list-style-type: none"> <li>Ⓒ Dog and cat shops</li> <li>Ⓒ Pet supplies stores</li> <li>Ⓒ Veterinary clinics</li> <li>Ⓒ SPCA</li> </ul>	<ul style="list-style-type: none"> <li>Ⓒ High-end brands</li> <li>Ⓒ Iams</li> <li>Ⓒ Hill's</li> <li>Ⓒ Nature's Recipes, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Ⓒ Business expected to sustain or slightly decline</li> <li>Ⓒ Several new entrants in recent years increase price competition</li> <li>Ⓒ Many pet shops are now offering discounts</li> </ul>

# At present, the supermarket chains have a higher market share, the ratio to pet care is 2 to 1, or 65% to 35% respectively, primarily due to:

- Ⓒ More extensive reach by supermarkets in all locations in Hong Kong
- Ⓒ Lower pricing at the supermarket level
- Ⓒ Dogs and cats usually enjoy wet food more, which is the primary focus of supermarkets

**PET FOOD MARKET BRIEF****OTHER PET FOODS**

- # In Hong Kong, dog and cat foods account for more than 90% (by weight) of total pet food consumed.



*Source: Eastern Strategic Consulting Limited*

- # Other more popular pet foods include food for fish and birds.
- C These are dry foods that account for very little on a weight basis.
  - C Distributors are usually the pet store themselves, therefore the market is very fragmented.
- # Rabbits and hamsters are increasingly popular in Hong Kong, but the overall number remains insignificant.
- # Other pet varieties are rare in Hong Kong.

**PET FOOD MARKET BRIEF****PRICING & PACKAGING**

- # Like many other consumer products in Hong Kong, pet food is a very competitive market.
- C Currently most major brands in the World have been introduced into the small and compact Hong Kong market.
- C Several brands entered the market in the past 2-3 years, creating more severe downward pressure on price.
- # The overall trend of dog and cat food pricing has been downward in the past two (2) years.
- C Prices of both popular and high-end brands should further decline. High-end brands are expected by 5% and popular brands by 10%.
- # Packaging and pricing of dog and cat food are as follows (Prices indicated are lowest prices after disc

**Dog Food**

Brand	Product	Price (HK\$)	Brand	Product	Price (HK\$)
Iams/Eukanuba (dry)	3 kg paper bag	105	Purina (dry)	4 lb regular	65
	7.5 kg bag	198		4 lb lamb formula	80
	15 kg bag	295		8 lb bag	110
Hill's Science Diet (dry)	5 lb bag	70		17 kg bag	By order only
	20 lb bag	205	Pedigree (wet)	190 g can	6.3
	40 lb bag	365		400 g can	9
Nature's Recipes (dry)	5 lb bag	87		700 g can	13.9
	9 kg bag	190	Top Dog (wet)	400 g can	5.6
Propane(dry)	9 kg	190	Chum (wet)	700 g can	10.2
	40 lb	By order only	Cesar (wet)	100 g soft pack	9



**PET FOOD MARKET BRIEF****PRICING & PACKAGING****Cat food**

Brand	Product	Price (HK\$)	Brand	Product	Price (HK\$)
Iams(wet)	85 g can	6	Whiskas(wet)	85 g can	5.2
	170 g can	9.5		190 g can	5.5
Hill's Science Diet	155 g can	10		400 g can	8.6
Nature's Recipes (wet)	156 g can	11	Kitty's Dinner(wet)	170 g can	3.5
Premium 168(wet)	85g can	5.5	Iams(Dry)	3 kg paper bag	135
Nutro(wet)	85 g can	6	Hill's Science Diet (dry)	4 lb bag	85
Triumph(wet)	85 g can	5.5		10 lb bag	165
Carat(wet)	90 g can	5	Nature's Recipe(dry)	4 lb bag	95
Mimy(wet)	95 g can	5	Nutro(dry)	3 lb bag	85
Other	85 g can	7	Purina's Cat Chow	510 g box	17
Tresor(wet)	100 g soft pack	7	Purina's Delicat(dry)	510 g plastic bottle	26.9
Favourits Premium	100 g soft pack	14	Whiskas Tasty Bites	500 g box	17.9
Kitty's Supreme(wet)	100 g soft pack	5.9	Friskies(dry)	500 g box	18.7

**PET FOOD MARKET BRIEF****RULES & REGULATIONS**

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- # Hong Kong has no import duty imposed on food products, including pet food.
  
- # Packaging requirements must comply with the HK Food and Drug Regulations, which include proper labeling of items, ingredients, shelf-life, storage and handling instructions, and other product specifications in volume and weight, and the manufacturer's/packer's name and address.
  
- # Regulations pertaining to food imports are as follows:
  - C A health certificate from the country of origin must be obtained to certify that:
    - The products were manufactured and packed under proper hygienic condition as approved by the origin country, and samples inspected by a method approved by that country.
    - Sample inspection report by chemical analysis and bacteriological examination, showing contents of fats, sugar, milk-solids, and bacteria count (this condition is not strictly enforced for pet food).
  
- # Details of import regulations can be obtained from the Hong Kong government, Department of health at Wu Chung House, 18th Floor, 213 Queen's Road East, Wanchai, Hong Kong:
  - C Also, the Health Department provides hotline telephone service for import regulation at (852) 28812 and direct facsimile at (852) 2893-3547.

**PET FOOD MARKET BRIEF****CONTACTS**

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- # US companies have captured a dominant market position as the leading group of pet food suppliers in Hong Kong accounting for approximately 87 % of supply. This includes most products that come from the second largest importing country, Australia, which is largely imports from Effem Foods, a division of Mars Corporation.
  
- # Almost all major brands are already available in the competitive and declining Hong Kong market.
  - C New entrants are not likely to create a significant impact in this mature market.
  
- # US pet food suppliers should at least be able to maintain current market position.
  - C Competition is expected to occur between U.S. brands, i.e. Iams, Hills, Natures Recipes, etc., as opposed to competition with other countries.
  
- # As further price reduction is very likely in 1998, caution must be exercised in terms of cost reduction enhancement in order to maintain profitability.

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**PET FOOD MARKET BRIEF**

**CONTACTS**

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**Icevil Limited(agent:Iams)**

3/F, Kingsun Computer Industry Building  
40 Shek Pai Wan Road,  
Aberdeen, Hong Kong  
Tel : (852) 2555-8402  
Mr. Lai(marketing manager)

**Effem Foods HK Ltd**

Room 1003-4 Houston Centre,  
63 Mody Road,  
Tsim Sha Tsui, HK  
Tel:(852)2721-7477, 2369-2920  
Ms Jessie Ng/Ms Alice Khoo

**New Champion Trading Company Ltd**

Flat A3, 3/F, Leechung Street,  
Chaiwan, Hong Kong  
Tel: (852) 2889-0980  
Mr. Ow(marketing manager)

**Inchcape JDH Ltd(Effem products)**

JDH Centre, 2 On Ping Street  
Siu Lek Yuen, Shatin, HK  
Tel:(852)2635-5555  
Ms. Doris Cheung (pet food division)

**Waylun Trading Company Ltd**

(Agent: Propane)  
Room 401, 4/F, Informtech Industrial Centre 10-12  
Yuen Shun Circuit, Siu Lek Yuen  
Shatin, Hong Kong  
Tel: (852) 2677-8033  
Ms Halen(sales department)

**The East Asiatic Company Ltd**

**(Effem products)**  
CRE Building, 297 Hennessy Road,  
Wanchai, Hong Kong  
Tel:(852)2586-6888

**United Aquarium Supplies Company**

Tsuen Wan, HK  
Tel:(852)2493-8231

**C. Vetapet & Co. Ltd**

(Distributor: Premium 168 and  
other European brands)  
Room 1534, Profit Industrial Bldg,  
1-15 Kwai Fung Crescent,  
Kwai Chung, N.T.  
Hong Kong

**Agricultural Trade Office**

18<sup>th</sup> Floor St. John's Building  
33 Garden Road  
Central  
Hong Kong  
Tel: (852) 2841-2350  
Fax: (852) 2845-0943  
E-Mail: [ATOHongKong@fas.usda.gov](mailto:ATOHongKong@fas.usda.gov)  
Contact: Mr. Howard Wetzel

**PET FOOD MARKET BRIEF****CONTACTS****List of Important Government Web Sites and E-Mail Addresses**

<b>Department</b>	<b>Web Site</b>	<b>E-Mail Address</b>
Census and Statistics Department	<a href="http://www.info.gov.hk/censtatd/">http://www.info.gov.hk/censtatd/</a>	genenq@censtatd.gcn.gov.hk
Company Registry	<a href="http://www.info.gov.hk/cr/">http://www.info.gov.hk/cr/</a>	crenq@cr.gcn.gov.hk
Consumer Council	<a href="http://www.consumer.org.hk">http://www.consumer.org.hk</a>	cc@consumer.org.hk
Financial Secretary's Office Business and Services Promotion Unit	<a href="http://www.info.gov.hk/bspu/">http://www.info.gov.hk/bspu/</a>	bspuenq@bspu.gcn.gov.hk
Economic Services Bureau	<a href="http://www.info.gov.hk/esb">http://www.info.gov.hk/esb</a>	esbuser@esb.gov.hk
Trade and Industry Bureau	<a href="http://www.info.gov.hk/tib/">http://www.info.gov.hk/tib/</a>	--
Department of Health Headquarters	<a href="http://www.info.gov.hk/dh/index.htm">http://www.info.gov.hk/dh/index.htm</a>	dhenq@dh.gcn.gov.hk
Industry Department	<a href="http://www.info.gov.hk/id">http://www.info.gov.hk/id</a>	industry@id.gcn.gov.hk
Trade Department	<a href="http://www.info.gov.hk/trade">http://www/info.gov.hk/trade</a>	dcsn@trade.gcn.gov.hk
Hong Kong Trade Development Council	<a href="http://www.tdc.org.hk">http://www.tdc.org.hk</a>	hktdc@tdc.org.hk